

**APPENDIX A**  
**FILED UNDER SEAL**

**Appendix A**  
**Timeline of Conduct Alleged in the Fourth Amended Complaint**

<b>Alleged Anticompetitive or Deceptive Conduct</b>	<b>Alleged Launch Date</b>	<b>FAC ¶ Ref.</b>
Restricting access to live bids from AdX	2010	246
Dynamic Allocation	2010	271
Project Bernanke	2013	298
Dynamic Revenue Share (launch)	2014	267
Enhanced Dynamic Allocation	2014	318
Reserve Price Optimization (launch)	2015	310
Global Bernanke	2015	331
Violating privacy of Android users	2015	485
Denial of Reserve Price Optimization	2015, 2016	535, 536
Reserve Price Optimization (announcement)	2016	343
Exchange Bidding	2016	366
Dynamic Revenue Share (announcement)	2016	327, 543
Last Look in Exchange Bidding	2017	378
Representation to “New York publisher” regarding header bidding’s impact on yield	2017	385, 568
Accelerated Mobile Pages	2018 or earlier	410
Project Elmo	2018 or earlier	404
Open Bidding	2018 or earlier	425
Entered Network Bidding Agreement with Meta	2018	413
Redaction of auction reports	2018	387
Unified Pricing Rules	2019	451
Sharing of minimum bid to win data	2019	380
Predictive bid optimization tool	2019	381
Representation that all bidders compete on equal footing	2019	586

Meetings with Big Tech competitors	2019	496
Representation that Google will not sell personal information	2010, 2018, 2019, 2020, 2021	572-577